

## ABSTRACT

Systems and techniques for an electronic shelf label (ESL) comprising two displays disposed on opposing sides of the ESL are described. The dual sided ESL of the present invention allows a retailer to display price, merchandising and operational information to consumers and store employees from multiple viewing angles utilizing a single ESL. In one aspect, the ESL is mounted perpendicular to a shelf rail, allowing visibility to both sides. This perpendicular mounting technique requires less linear space along the shelf rail, allowing product density to be increased for small products. In another aspect, the ESL is mounted on a free standing housing, allowing the ESL to be placed on various displays throughout the retail establishment. The ESL in accordance with the present invention may display the same information on both sides of the ESL. In another aspect, the ESL may display different information on each side of the ESL.

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